



COMMITTEE ROLES

Committee Chair/Co-Chairs

- Work closely with WHI Staff on overall execution of Breakthrough 2022 event
- Assist all committee chairs with their roles and responsibilities
- Fill in gaps where needed

Sponsorship Chair

- Work with all committee members to help identify and solicit event sponsorships
- Be the point person for event sponsors to make sure deliverables are met
- Work with PR Chair to ensure Title Sponsor is included in all PR/Media hits
- Be present at event to greet sponsors and introduce them to WHI Leadership
- Follow up with sponsors for feedback after the event

Event Production Chair

- Collaborate with WHI Staff on overall aesthetic design of event
- Build or bridge vendor relationships with venue, rentals, florist, entertainment, etc.
- Assist other committee chairs with their area
- Spearhead event logistics
- Work with WHI staff on emcee script and event timeline

Auction Chair

- Assist with securing one-of-a-kind vacation and experience packages along with other donation items for the 5-6 package live auction
- Write catchy detailed descriptions of the items for the event invitation and program
- Help coordinate the accumulation of silent auction items, by tracking values and descriptions
- Be present early at Breakthrough event to set up items, bid sheets, etc.
- Help manage auction check out.

Marketing/PR Chair

- Help secure PR opportunities through multiple mediums to promote event (newspaper, glossy print, radio, online, TV, etc.)
- Track and Manage PR value of media hits for sponsor/potential sponsor management
- Be present during interviews, help prep candidates for the interviews

